(c) The Government has already been implementing a Centrally Sponsored Scheme called Valmiki Ambedkar Awas Yojana (VAMBAY) with effect from 2.12.2001, with a view to ameliorating the conditions of urban slum dwellers living below poverty line, who do not posses adequate shelter. The Scheme has the primary objective to facilitate construction and upgradation of dwelling units and to provide health and enabling urban environment through community toilets. For integrated development of Slums through projects for providing shelter, basic services and other related civic amenities with a view to provide utilities to the urban poor in select 63 cities a Sub-Mission on Basic Services to the Urban Poor (BSUP) has been launched as part of the Jawaharlal Nehru National Urban Renewal Mission (JNNURM) on 03.12.2005. In the remaining cities/towns an Integrated Housing & Slum Development Programme (IHSDP) has also been launched along with JNNURM. Both BSUP and IHSDP have subsumed Valmiki Ambedkar Awas Yojana (VAMBAY) and the National Slum Development Programme (NSDP).

(d) and (e) No, Sir. Central fund released for urban poverty alleviation through the Swarna Jayanti Shahari Rozgar Yojana (SJSRY) and VAMBAY during the last three years was as follows:—

Year	Central fund released (Rs. in crore)	
	SJSRY	VAMBAY
2003-04	100.74	238.32
2004-05	122.00	269.41
2005-06	155.88	167.13

Criteria for empanelment of private satellite channels

2159. SHRI N.R. GOVINDARAJAR:
SHRI DHARAM PAL SABHARWAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the policy of empanelment of private satellite channels of DAVP for approving advertisement rates and the total budget earmarked for the financial year 2006-07;

(b) the names of the private satellite channels empanelled with Directorate of Audio Visual Publicity (DAVP) for the year 2006-07;

(c) the advertisement rates approved for each of the channels; and

(d) the latest TRP ratings of Doordarshan and all the DAVP empanelled private satellite channels for Hindi Speaking Market?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Private satellite channels are empanelled by Directorate of Advertising and Visual Publicity (DAVP) through an Empanelment Committee based on the average of last six months TAM data for TV channels and minimum channel share - All India/State and genre. The rates for satellite channels are decided by a committee consisting of representatives of DAVP, All India Radio, Doordarshan and National Film Development Corporation. The total DAVP Budget in 2006-07 for publicity through Audio Visual medium is Rs. 94.00 lakh. However, there is no budget specifically earmarked out of this, for private channels.

(b) and (c) As per Statement I. (*See* below)

(d) As per Statement-II.

Statement-I

The names of channels empanelled with DAVP so far and their rates

Name of Channel	Range of rates in Rs. (per 10 Sec.) (Depending on timeband/programmes)
1. Star News	854-2900
2. Zee News	660-2000
3. Zee Business	250-500
4. India TV	400-650
5. Awaaz	900-1100
6. Star Plus	900-1, 80,800
7. Sony TV.	2500-70,000
8. Sahara One	1200-2500
9. Star One	10,000

	Name of Channel	Range of rates in Rs. (per 10 Sec.) (Depending on timeband/programmes)
10.	ETC	400-550
11.	Zee Music	100-200
12.	Channel V	500-650
13.	SET Max	1000-3800
14.	Zee Cinema	1000-4000
15.	Star Gold	850-3000
16.	HBO	2400
17.	Star Movies	2800
18.	AXN	950
19.	Zee Studio	100-250
20.	POGO	800-1500
21.	Cartoon Network	1500-3000
22.	Toon Disney	450-600
23.	Disney Channel	400-450
24.	Animal Planet	300-600
25.	Discovery	700-1500
26.	Discovery Travel and Living	150-400
27.	National Geographic Channel	450-800
28.	History Channel	150-400
29.	Sanskar	150-200
30.	Zee Jagran	75
31.	CNN South Asia	675-1650
32.	BBC World	516-2150
33.	Sun TV	5000-20,000
34.	KTV	2500-13,000
35.	Sun Music	650-1000

	Name of Channel	Range of rates in Rs. (per 10 Sec.) (Depending on timeband/programmes)
36.	STAR Vijay	1500
37.	Gemini	8000-20,000
38.	Teja TV	2500-5000
39.	Maa TV	750-1250
40.	ETV Telugu	3000-14,500
41.	Udaya TV	6000-14,000
42.	Ushe TV	4000
43.	Surya TV	3500-9850
44.	Kiran TV	450-3000
45.	Asianet	2000-6000
46.	Asianet Plus	500
47.	Kairali	1000
48.	ETV Network (Regional) (Marathi/Gujarati/Bangla/Oriya/ Kannada/UP/Bihar/Rajasthan/Urdu/MP)	500-8500
49.	Zee (Regional) (Marathi/Bangala/Gujarati)	300-5000
50.	Aakash Bangla	1000-2700
51.	STAR Ananda	300-800
52.	ETC Punjabi	450
53.	Zee Punjabi	300
54.	Balle Balle	100
55.	NE TV	500
56.	Sahara Samay Group (National/UP/MP/Bihar)	250-600
57.	Channel Siti	100-200
58.	S 1	75-100
59.	Total TV	100

Statement-II

Latest TRPs of empanelled channels for the Hindi speaking market

TAM PARAMETERS: November '05 - April '06, All-India Universe, 15+ age group, both made female, all SECs, **06:00 hours-23.59 hours,** all weekdays

Hindi News Channels:—

Channel	All-India Channel share (C&S homes) in %	Channel share within genre in %
1	2	3
Star News	0.88	19.60
Zee News	0.55	12.25
Sahara Samay	0.26	05.79
Nat.		
India TV	0.27	06.01
DD News	0.35	07.80

Mass Entertainment Channels:—

1	2	3
Star Plus	10.37	43.57
Sony TV	02.65	11.13
DD 1	03.12	13.11
Sahara One	01.83	07.69
Star One	01.37	05.76

Hindi Cinema Channels:—

1	2	3
Zee Cinema	3.15	34.62
Set Max	3.13	34.39
Star Gold	2.37	26.04

Regional Hindi Channels:—

TAM PARAMETERS: November '05-April '06, StateUniverse, 15+ age group, both male female, all SECs, **06:00 hours-23.59** hours, all weekdays

Rajasthan

Channel	State Channels share (C&S homes) in %	Channel share within genre in %
1	2	3
ETV Rajasthan	0.85	89.47
DD 14	0.10	10.53
UP		
1	2	3
Sahara Samay UP	0.99	52.38
ETV UP	0.71	37.57
DD 16	0.19	10.05
MP		
1	2	3
Sahara Samay MP	1.68	47.32
ETV MP	1.10	30.99
DD Bhopal	0.77	21.69

Difficulties faced by newspaper entrepreneurs

2160. SHRI BALAVANT *ALIAS* BAL APTE:
SHRI VINAY KATIYAR:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that the entrepreneurs of newspapers and magazines are facing a number of difficulties in getting themselves registered with the Registrar of Newspapers of India; and